

Visitor Alliance of Cayucos (VAC)
(Cayucos Local Fund Advisory Board)

Minutes

April 4, 2016 – Cayucos Visitor's Center

Board Members Present:

Steve Hennigh, Good Clean Fun
Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Jay Patel, Cayucos Beach Inn
Richard Shannon, On the Beach B&B
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Ashlee Akers, Verdin Marketing
Stephanie Goodwin, Verdin Marketing
Stuart Selkirk, Stewardship Traveler Program
Katie Sturtevant, Cayucos Sea Glass Festival

Absent: Mike Hargett, Pier View Suites (excused)

CBID: Cheryl Cuming (CAO)

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1. **Call to Order:** By Co-Chair Carol Kramer at 5:31 p.m.
 2. **Public Comment:** None
 3. **Consent Items:**
 - a. **Approval of Minutes 3/7/16 Meeting:** Richard Shannon made a motion to accept the Minutes of the March 7, 2016 Meeting as written with no additions or corrections. Steve Hennigh seconded the motion; motion carried.
 4. **CBID Update/Programs Funded through Local Boards:**
 - a. **March Local Fund Stat Summary:** Average visits to the website were 862/day, with increased traffic likely being driven by the contest. There were 911 views of the Cayucos destination page.
 - b. **CBID 5-Year Vision:** The board met in January and discussed what they envision the CBID to look like in 2020. Cheryl read the summary, with the key pillars including Collaborative Partnerships, Awareness and Engagement, Economic Well-Being, and Local Fund Evolution. Feedback is welcome and appreciated.
 - c. **Coastal Discovery and Stewardship Recap:** Laila sold 120 packages (compared to 26 in 2015). The TOT report is not yet available, but once the figures are reviewed, it will be determined whether or not the program is continued. While the events were well attended, attendance to the film at Hearst Castle was down from last year.
 - d. The next CBID Board Meeting is scheduled for April 27th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** Total contribution through February was 12.35% with a net income of \$3,384.62.
 - a. Cheryl provided a breakdown of TOT reported by CBID region from the 2011/2012 fiscal year until now, and the increase (or decrease) percentage from the previous year. The second page was missing (Melissa will e-mail to the board), which showed the percentage of TOT contributed by the different lodging facilities; however, it was not broken down by region. Cheryl has requested this information, but the County will not provide it. The document was reviewed and discussed. Cindy asked about the VAC's involvement in the hiring of a lobbyist to assist in fighting the Vacation Rental Ordinance, which should be discussed and revisited in the near future. A lobbyist will need to be identified and then a proposal and Funding Application will have to be drawn up and presented to the board.
 6. **Action/Discussion Items:**
 - a. **Discussion & Vote for Approval – 4th of July Cleanup:** A more thorough Funding Application was presented, following Gil Igleheart's presentation at the March meeting. The total amount of funding requested is \$1,500, which will go towards the total project costs of \$4,500. Richard Shannon made a motion to approve \$1,500 for the 4th of July cleanup provided by Guerilla Gardening and Negranti Construction. Toni LeGras seconded the motion. Discussion: As the results of the survey from Verdin

show, overnight visitors and guests love and desire a clean beach and town. This will make them more likely to return for future visits and to tell others about Cayucos. Motion carried unanimously.

- b. Discussion & Vote for Approval – Renewal of Board Terms for Steve Hennigh and Jay Patel: Richard Shannon made a motion to approve the two-year board term renewals for Steve Hennigh and Jay Patel. Cindy Walton seconded the motion; motion carried unanimously.

7. Committee Reports:

- a. Marketing: The committee is trying to determine a reasonable marketing budget for the shoulder season, but feels that some changes in marketing may have to be made based on the budget. While there have been a lot of visits to the website and growth on social media pages, there hasn't been evident significant changes, based on the collection of TOT. It was mentioned that marketing has taken the majority of the budget and that there should maybe be more emphasis on the Beautification/Outreach and Events categories. More tangible results are desired, rather than increasing numbers (website visits, statistics), with an emphasis on events or changing of the vacation rental ordinance. The marketing committee will create recommendations to present to Verdin. Discussion followed regarding the limitations on vacation rentals due to the ordinance and the negative opinions of them that some locals seem to have. Cheryl stated that the "together again" videos really promote the togetherness of families, which should help boost the bookings of vacation rentals.
 - i. Verdin Update: Verdin will continue discussion of the above with the marketing community to broaden the conversation and identify the needs and desires of the board. The March stat update was included in the board packet, but not reviewed at the meeting.
- b. Events:
 - i. 2016 Sea Glass Festival Wrap Up: The festival raised more money than in 2015, despite less tickets being sold due to the selling of local wines and beers. Rain may have caused decreased occupancy in town, although it was minor. The Mermaid March had 40 participating businesses, which the committee hopes to build on. Merchants said their businesses had done very well during the festival weekend. Hotels/motels sold out about a month in advance, which is sooner than they have in previous years. The Sea Glass festival is going to continue to promote lodging for 2017 with newsletters every other month to encourage attendees to book sooner than later.
- c. Beautification/Outreach: Stuart stated that he was in New Zealand recently and found several public-friendly restrooms, which actually drives business. He stated that Moonstone Cellars gains quite a bit of business just because they are located right next to a public restroom. Alex Benson, of the Los Osos/Baywood Park Advisory Board, has had success with highway signage driving people off the highway and into the community; his information will be passed along to Stuart and Toni.
- d. STP Liaison:
 - i. Whale Trail Update: The sign for Avila Beach was looked at and the Cayucos sign will remain the same except for the text and logos. The board approved the proposed text. Melissa will forward on to Donna of the Whale Trail and will proceed with the creation of the sign.
- e. Chamber Liaison: Carol stated that posters and postcards are available for businesses to promote the May Madness fireworks fundraiser event.
- f. Cow Parade Update: The daughter of Barbara Saia (Happy Go Smile) was chosen as the Cayucos cow artist. The likely location of the cow, which will be standing up, will be the "pasture" at the Shoreline. Carol stated that it is the intention of the committee to keep the cow in Cayucos (additional funding will be needed). The Cow Parade is supposed to provide Cheryl details on their out-of-area marketing.

8. Future Agenda Items/New Business:

- a. Presentation – Chuck Davison, Visit SLO County (June)

9. Closing Comments: May 6th will be Visit SLO County's "Tourism Exchange" at the Fremont Theater from 1-5 p.m. Chuck Davison will give a presentation of an overview of the TMD's first year.

10. Next regular Visitor Alliance of Cayucos Meeting:

Date: Monday, May 2, 2016

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

11. Adjournment: Meeting adjourned at 6:50 p.m.